



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research
Attn: Rachael Beale
11350 Random Hills Rd Ste 670
Fairfax, VA 22030

Contract # 185931

Schedule Dates 10/15/12-10/21/12
Advertiser Kaine for Senate 2012 (15809)
Agency Media Strategies & Research (1419)
Product Political-Political (1088)
Brand KAINE FOR SENATE 2012 (68318)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name BEALE,RACHAEL
Phone/Fax /
CPE KAINE/US ENATE RACE 2012/EST11102
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments KAINE FOR SENATE 2012 - 10/15-10/21/12

Date Entered 05/09/12
Last Modified 10/17/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$17,235.00
Net Total \$97,665.00
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2012	54	\$114,900.00
Grand Total:	54	\$114,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / SPOT	10/19/12-10/19/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A						1						WJLA Arlington (WJLA)		5/9/12
1.1	Normal Line / SPOT	10/19/12-10/19/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A						1			1	\$300.00	\$300.00	WJLA Arlington (WJLA)		10/12/12
2.0	Revised Line / SPOT	10/15/12-10/19/12	3	:30	5:58A- NEWS-GOOD MORNING WASHINGTON @6A		1	1	1	1	1						WJLA Arlington (WJLA)		5/9/12
2.1	Normal Line / SPOT	10/15/12-10/19/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		10/12/12
3.0	Revised Line / SPOT	10/15/12-10/19/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA		1	1	1	1	1						WJLA Arlington (WJLA)		5/9/12
3.1	Normal Line / SPOT	10/15/12-10/19/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA		1	1	1	1	1			5	\$1,600.00	\$8,000.00	WJLA Arlington (WJLA)		10/12/12
4.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	6:58A- ABC--GOOD MORNING AMERICA SAT							1			\$250.00		WJLA Arlington (WJLA)		5/9/12
4.0.1	Closed Preempt	10/20/12															WJLA Arlington (WJLA)	No Avail/Exception -	

CONFIRMATION CONTRACT

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5.0	Revised Line / SPOT	10/17/12-10/17/12	4	:30	9A- LIVE!				1								WJLA Arlington (WJLA)		5/9/12
5.1	Normal Line / SPOT	10/17/12-10/17/12	4	:30	9A- LIVE!				1					1	\$400.00	\$400.00	WJLA Arlington (WJLA)		10/12/12
6.0	Revised Line / SPOT	10/16/12-10/19/12	4	:30	10:58A- ABC--THE VIEW			1			1						WJLA Arlington (WJLA)		5/9/12
6.1	Normal Line / SPOT	10/16/12-10/19/12	4	:30	10:58A- ABC--THE VIEW			1			1			2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/12/12
7.0	Normal Line / SPOT	10/15/12-10/17/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1		1					2	\$400.00	\$800.00	WJLA Arlington (WJLA)		5/9/12
8.0	Revised Line / SPOT	10/16/12-10/18/12	4	:30	44923- ANDERSON COOPER SHOW			1		1							WJLA Arlington (WJLA)		5/9/12
8.1	Normal Line / SPOT	10/16/12-10/18/12	4	:30	3:01P- ANDERSON COOPER SHOW			1		1				2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		10/12/12
9.0	Revised Line / SPOT	10/15/12-10/19/12	4	:30	53001- ABC--KATIE COURIC		1	1	1	1	1						WJLA Arlington (WJLA)		5/9/12
9.1	Normal Line / SPOT	10/15/12-10/19/12	4	:30	3:58P- KATIE COURIC		1	1	1	1	1			5	\$1,200.00	\$6,000.00	WJLA Arlington (WJLA)		10/12/12
10.0	Revised Line / SPOT	10/15/12-10/19/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1						WJLA Arlington (WJLA)		5/9/12
10.1	Normal Line / SPOT	10/15/12-10/19/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)		10/12/12

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11.0	Revised Line / SPOT	10/15/12-10/19/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1						WJLA Arlington (WJLA)		5/9/12
11.1	Normal Line / SPOT	10/15/12-10/19/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1			5	\$1,500.00	\$7,500.00	WJLA Arlington (WJLA)		10/12/12
12.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	6:57P- 7P (EST)		1		1		1			3	\$5,000.00	\$15,000.00	WJLA Arlington (WJLA)		5/9/12
13.0	Revised Line / SPOT	10/16/12-10/18/12	3	:30	6:58P- WHEEL OF FORTUNE			1		1							WJLA Arlington (WJLA)		5/9/12
13.1	Normal Line / SPOT	10/16/12-10/16/12	4	:30	6:58P- WHEEL OF FORTUNE			1							\$3,000.00		WJLA Arlington (WJLA)		10/12/12
13.1.1	Closed Preempt	10/16/12															WJLA Arlington (WJLA)	No Avail/Exception -	
14.0	Revised Line / SPOT	10/15/12-10/19/12	3	:30	7:27P- JEOPARDY		1		1		1						WJLA Arlington (WJLA)		5/9/12
14.1	Normal Line / SPOT	10/15/12-10/19/12	3	:30	7:27P- JEOPARDY		1		1		1			3	\$5,000.00	\$15,000.00	WJLA Arlington (WJLA)		10/12/12
15.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	50048- ABC--DANCING WITH THE STARS		1							1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		5/9/12
16.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	48508- ABC--GREY'S ANATOMY					1				1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		5/9/12
17.0	Revised Line / SPOT	10/15/12-10/19/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	1	1	1	1						WJLA Arlington (WJLA)		5/9/12

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17.1	End Dated Line / SPOT	10/15/12-10/17/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	1	1					3	\$2,500.00	\$7,500.00	WJLA Arlington (WJLA)		10/17/12
19.0	Revised Line / SPOT	10/21/12-10/21/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1				WJLA Arlington (WJLA)		5/9/12
19.1	Normal Line / SPOT	10/21/12-10/21/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$800.00	\$800.00	WJLA Arlington (WJLA)		10/12/12
20.0	Revised Line / SPOT	10/21/12-10/21/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1				WJLA Arlington (WJLA)		5/9/12
20.1	Revised Line / SPOT	10/21/12-10/21/12	4	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1				WJLA Arlington (WJLA)		10/12/12
20.2	Normal Line / SPOT	10/21/12-10/21/12	4	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$500.00	\$500.00	WJLA Arlington (WJLA)		10/17/12
21.0	Revised Line / SPOT	10/21/12-10/21/12	3	:30	6P- ABC--ABC WORLD NEWS TONIGHT								1				WJLA Arlington (WJLA)		5/9/12
21.1	Normal Line / SPOT	10/21/12-10/21/12	4	:30	6P- ABC--ABC WORLD NEWS TONIGHT								1		\$1,000.00		WJLA Arlington (WJLA)		10/12/12
21.1.1	Closed Preempt	10/21/12															WJLA Arlington (WJLA)	No Avail/Exception -	
22.0	Revised Line / SPOT	10/20/12-10/20/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							1					WJLA Arlington (WJLA)		5/9/12

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22.1	Normal Line / SPOT	10/20/12-10/20/12	4	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		10/12/12
23.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	48985- ABC--ONCE UPON A TIME								1	1	\$6,500.00	\$6,500.00	WJLA Arlington (WJLA)		5/10/12
24.0	M/G For 13.0.1 / SPOT	10/18/12-10/18/12	3	:30	6:58P- ABC 7 NEWS SPECIAL					1				1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/9/12
24.1	M/G For 13.0.1 / SPOT	10/18/12-10/18/12	4	:30	6:58P- ABC 7 NEWS SPECIAL					1				1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/12/12
25.0	M/G For 4.0.1 / SPOT	10/20/12-10/20/12	3	:30	6:58A- ABC--GOOD MORNING AMERICA SAT							1		1	\$600.00	\$600.00	WJLA Arlington (WJLA)		10/12/12
26.0	M/G For 18.0.1,18.0.2 / SPOT	10/16/12-10/18/12	4	:30	49886- ABC--ABC NIGHTLINE			1		1				1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/12/12
26.0.1	Closed Preempt	10/18/12															WJLA Arlington (WJLA)	No Avail/Exception -	
27.0	Normal Line / SPOT	10/18/12-10/19/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P					1	1			2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		10/17/12
28.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	6:58P- ABC 7 NEWS SPECIAL					1				1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/17/12

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